

CHARMING LITTLE CAR BY FAMOUS ENGINEER

W. C. Durant Offers Full Fledged Automobile at Remarkably Low Cost.

Ever since automobile making began the changes and surprises sprung by the master minds of the motor vehicle trade have been so rapid and so constant that the old cry, "Will wonders never cease?" has long since been thrown into the discard. The motor world is ready to take almost anything as possible in the line of motor car construction, but it can be honestly said that even the wisest and most farseeing were not prepared for the sensation which has been sprung by W. C. Durant, in offering a full-fledged five-passenger automobile for less than \$500—something that no one in the trade has looked for in years to come, even if it were ever possible. But the Chevrolet "Four-Ninety," the name of the car, which happily tells the price at the same time, the latest product of the wonderful genius of Mr. Durant, has discounted and double discounted all the ideas of those who had reached the conclusion that the motor vehicle trade had reached rock bottom.

Is a Real Automobile.
The main feature of the Chevrolet "Four-Ninety" is that it is an automobile. Not a rattletrap on wheels, not a cycle car, not a bathtub hooked onto the side of a motorcycle, but a full-fledged five-passenger touring car, roomy and comfortable, fully equipped with top, windshield, lamps and everything first class and ready to go on the road. It has 120-inch wheel base and a 20-horsepower four-cylinder engine, that has been proved a wonderful hill-climber, and which can drive the "Four-Ninety" fifty miles an hour for the man who wants to go that fast. The new Chevrolet is low in price—wonderfully low—but there is nothing cheap about any part of it, for the "Four-Ninety" is a classy-looking car and everything about it is as good as it looks.

Built by Big Company.
The Chevrolet "Four-Ninety" is not the product of a new-come to the automobile trade, nor of a mushroom factory, but is fathered by one of the greatest men in the American motor car trade, the man who has done as many or more big things than anyone ever connected with automobile building. He is the W. C. Durant who formed the General Motors Company, a \$50,000,000 corporation—the same W. C. Durant in whom the business has confidence enough to loan \$15,000,000 in panic times, and who was far-seeing enough to have ultimately placed in the front ranks of the automobile industry a concern that paid its stockholders last year \$8,000,000 in dividends. He is the same W. C. Durant who picked for the great company such winners as the Buick, Cadillac, Oldsmobile and Oakland, and who has good ground for his confidence that in the Chevrolet "Four-Ninety" he has picked still another winner for himself. One would hardly expect such a man to merely attempt to follow others, but rather that one should set the pace. And along new lines that is what he aims to do. In putting out the "Four-Ninety" Chevrolet his purpose has been to give the public the car it has all along been anxious to get—an automobile at a low figure, with easy riding qualities, power and speed, and, above all, of an appearance that gave no indication of any sacrifice of style and finish for economy's sake.

Weights 1,700 Pounds.
Here are some of the particular features of the "Four-Ninety," pointed out by W. C. Durant himself. Wheel base, 120 inches; wheels 30x3 inches; weight, 1,700 pounds; 20-horsepower motor, with magnetos, capacity, five passengers; spring suspension, steering gear mechanism, rear seat arrangement, clutch collar, hub cap retainer and the motor unlike those used on any other car in the world. Double-acting shock-absorbing springs, reinforced top and bottom of center leaf; rides like a cradle and holds the road at all speeds. The lightest, cheapest and most reliable steering gear ever applied to a motor car, can be controlled by the little finger. Will turn the car in a 20-foot circle. Absolutely unlike anything used in steering gear mechanism.

A section of the back of the rear seat is removable, permitting the person occupying the center seat to relieve the "hip and shoulder wedge" which has an all-evil body with such sides and concealed hinges. The doors fit like a glove and so do the metal parts. A neat and unusual device permits quick attachment of the hub cap and materially reduces the weight of the hub.

TRACTION AND POWER COMPANY BUYS NINE PAIGE AUTOMOBILES

Selection Made after Severest Tests in Which Cars of All Classes Compete.

The Rochester Railway and Light Company, a large railway and power corporation in Rochester, New York, has just closed contracts with the Seneca Motor Car Company, Paige distributors in that city for the purchase of nine Paige cars, eight Glenwood Fours and one Paige "Six-46," which will be used by this company for various purposes in the transaction of its business.

The sale was consummated only after a prolonged and exhaustive investigation and series of tests in which cars of nearly every standard make were represented. The Rochester Railway and Light Company is no novice in the field of motor transportation, as it has used automobiles for a number of years. Its selection had to be based largely on the question of economy of operation and repair maintenance and for some time it had been using a car that is famous for these virtues and sells more than

five to one beyond the production of any other make.

To determine, therefore, its selection for its new fleet, the company put all competitors to the severest tests it could devise to bring out economy of operation and maintenance, using its own machines for this purpose and finally turning over each competing car to an engineer, a well known member of the Society of Automobile Engineers. Questions of fuel consumption, tire wear, weight in relation to durability and economy, power, reliability—in fact all the big and little points that are involved in such a matter were brought out in a thoroughly practical manner.

And the result was that the Paige won—won out over all others on economy and durability—and got the order for the nine cars, a victory which Paige executives feel is a peculiarly telling endorsement of their assertions that Paige cars have a value represented in economy, power and durability that is exceptional.

HAYNES AUTO COMPANY WILL HAVE EXHIBIT

In Palace of Transportation at the Panama-Pacific Exposition at San Francisco.

"A Haynes Light Six Model 30 chassis will be exhibited at the Panama-Pacific exposition, San Francisco, in the palace of transportation," states C. B. Cuppert, of Cuppert Brothers, distributors of America's first car. "The chassis will be identical with the one exhibited at the New York and Chicago automobile shows. A skeleton cowl is fitted to the chassis to carry the control instruments in such a manner that their connections with the various units may be seen at a glance. While the chassis is complete in all details ready for running, the important features are emphasized by nickel plating, in order to give the exhibition an educational value. The latest developments of the automobile industry are embodied in the design of the Haynes light six chassis. Its simplicity and compactness will offer a great contrast to exhibits of former years.

"The palace of transportation contains exhibits of all means of conveyances for travel under the water, on the water, on land, and in the air, but the automobile section is expected to be the most extensive division. The automobile booths, which occupy the entire eastern half of the building, will be uniform in design and there will be no railings or partitions between exhibits. The decorations of the automobile section comprises some very appropriate panoramas, that although serving as mural decorations, are in reality topographical maps. "The Lincoln Highway is shown in this manner on a scale of about 40 miles to the foot, so as to form one gigantic panorama over 350 feet in length. All colors of the various sections of the country through which the Lincoln Highway passes are accurately represented. Other sections of that United States are exactly reproduced in the form of these maps that give the impression of looking over vast areas.

"Linoleum is used as floor covering throughout the automobile section. The main north and south aisle passes through Italian pergolas, and each exhibit will be indicated by large vases as the four corners. The Haynes trade name will appear on the bowl of each vase marking the Haynes exhibit."

LARGEST SHIPMENT

Of Automobiles Ever Made is Buick Train on Way to Panama Exposition.

All known records for quantity shipments of automobiles were broken with the departure from the Buick factory, on Saturday, on a 100-foot train load of Buick valve-in-head motor cars. The train, christened the "Panama Exposition Special," comprises an even hundred freight cars, and is destined for the Pacific coast. The freight charges on this record shipment amounted to \$38,960, the largest sum ever paid to a railroad company, as the carrying charge for a single shipment of automobiles.

The motor cars included in the shipment are valued at upwards of a half million dollars—said to be the most valuable consignment of merchandise ever shipped to the coast in a single order. The train, which is now on its way to the exposition city of San Francisco, is 5,030 feet long, almost a mile. The Howard Automobile Company, Buick distributors on the Pacific coast, is the consignee.

FOLLOWS DIRECTIONS.

ST. PAUL, Minn., Mar. 27.—"You are too fat," was the judgment of Sergeant J. Fell of the army recruiting station upon Dr. Max Yoder, who attempted to enlist. Fell told Yoder that by dieting, taking long walks, and avoiding meat and beer that he could get rid of his six pounds overweight. Faithfully Yoder trudged in long walks. He ate sparingly and turned a cold eye on beer. At the end of the week he reappeared at the recruiting station as directed. He no longer had six pounds surplusage—he was twelve pounds overweight. *****

Maxwell

"The Wonder Car"



You will have only yourself to blame if you are "talked into" buying an "unsuitable" or a "theoretical" Car.

The two commonest mistakes made in buying an automobile are—*First*, Buying a car not suited to your needs.—*Second*, Buying a car that has not passed the theory stage.

The first mistake—buying an "unsuitable" car—is perhaps made even less often than the second. But for your own sake study your needs sensibly, just as you study your household needs, and buy a car you *can* afford to enjoy—a car you will have pride in, and yet one that will not be a "ghost of reproach" to your good sense.

The second mistake—buying a "theoretical" car—is perhaps the sadder mistake of the two—because when you have made this mistake, you have on your hands some engineer's or designer's untried theory, instead of a tried, known, successful car. And you have paid a price that, put in the right car, would never have been a reproach—but would have

bought an automobile of real pride and joy.

It is because we see these two mistakes being constantly made—because we see sensible people being constantly talked into these "automobile fiascos" that we boast so much about the record of the car we sell—The Maxwell.

38,000 happy satisfied Maxwell owners are driving 38,000 handsome streamline Maxwell Cars to-day—at an up-keep cost that any man of any standing can afford, and at an original cost that is simply a practical investment.

200 Maxwell Cars Every Day

Twelve hundred a week, five thousand a month. That is the actual output of "The Wonder Car" right now and constantly increasing.

Not bare promises that cannot be kept, but actual deliveries to Maxwell Dealers.

Stop! Think a moment. There must be something back of a production so great. There must be the hearty approval and confidence of the public in the car they buy and the car must merit it all.

26 Maxwell cars every hour of the business day. Yes, that is just what the public are buying, and when you order a Maxwell, you get one the day you want it.

Back of each Maxwell stands one of the greatest and most efficient organizations in the industry, and one strong enough financially to insure you against the purchase of an "orphan car" and to give you actual deliveries of a wonderful car on the day you want it.

The Maxwell Company's Guarantee of Service to Maxwell Owners

No other automobile is backed by a more reliable service than that guaranteed every Maxwell owner. More than 2,000 Maxwell dealers—in every part of this country—are always ready to give expert advice, to make adjustments, and to supply new parts at reasonable prices.

This splendid Maxwell dealer service organization is perfected and completed by the chain of Maxwell owned and Maxwell operated Service Branches. Sixteen great Maxwell Service Stations are so located throughout the country that a Maxwell dealer can supply any part for an owner within a few hours if not in his stock. Maxwell Service is one of the great advantages enjoyed by Maxwell owners.

Order a Maxwell from us now, and when you want it delivered, we will give you your car—not an excuse on delivery day

"EVERY ROAD IS A MAXWELL ROAD"

Ransone Motor Car Co.

4TH STREET BETWEEN MAIN & PIKE STREETS.

\$695

F.O.B. ELECTRIC DETROIT \$55 EXTRA

\$695

F.O.B. ELECTRIC DETROIT \$55 EXTRA

ALLIES ARE SHORT OF WAR MATERIAL

However, They Are Making up Leeway and Will Soon Take Offensive.

LONDON, Mar. 27.—The Times mili-

tary correspondent admits that England, France and Russia are still short of much necessary war material and that Germany's preparedness in this respect has been one of the heaviest handicaps that the allies have had

more upon material than any other great conflict in history," adds the correspondent. "The entente powers were all short of material when the war began, but they are making up for it very fast. Before long their equipment will be complete, and from that moment onward they will be in a position to bring into play their large numerical preponderance."

"For only a short time more, they have to stand on the defensive, holding their armies on the defensive and

shunning adventures for which this is not the moment. The hour for the offensive will come, but it has not come yet, and it is the greatest mistake in the world to display impatience and to expect to cull the fruits of victory before victory is ripe."

Walter W. Stewart, of Overfield, visited the city Saturday evening. Allen D. Fitzhugh, of Bridgeport, was here Saturday evening.

The Court of Last Resort.
Around the stove of the brass-rods grocery is the real court of last resort for it finally overrules all others. Chamberlain's Cough Remedy has been brought before this court in almost every cross-road grocery in the country, and has always received a favorable verdict. It is in the country where man expects to receive full value for his money that this remedy is most appreciated. Obtainable everywhere.—Advertisement